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ABSTRACT

This book contains 100 examples (profiles) of how specific colleges across the United States have successfully sought information to better understand the adult learner, developed effective marketing strategies to reach them, and delivered programs and services that adequately serve them. The profiles describe the college's goals and objectives, the identification of the intended audience, and what the practice accomplished. The profiles also describe successful marketing and recruitment techniques, successful retention services, and other undertakings that offered a wide range of support services to adult learners. Profiles are grouped according to the specific areas the schools were addressing in their efforts. These areas include admissions strategies, curricula developed for the adult learner, academic counseling and academic support, financial assistance for adults, various publications created for the adult learner, and community relations. A contact person for each profile is included. (GLR)

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